

A Study on Brand Loyalty of Low Involvement Consumer Products in Kathmandu Valley

A THESIS

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RECOMMENDATION

This is to certify that the thesis:

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has been prepared as approved by this department in the prescribed format of Faculty of Management. This thesis is forwarded for examination.

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DECLARATION

I hereby declare that the work reported in this thesis entitled **“A Study on Brand Loyalty of Involvement Consumer Products in Kathmandu Valley”** submitted to Shanker Dev Campus, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirements for the Master of Business Studies under the supervision of Dr. N.K. Pradhan, Shenker Dev Campus.

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This is really an appreciable curriculum of T.U. because it helps the students to express their theoretical concept gained during the study period into the practical field. So, being concerned to thesis, I have also got a chance to express my theoretical concept gained from class and library study into this practical field. The present study “**A Study on Brand Loyalty of Low Involvement Consumer Products in Kathmandu Valley**” has been prepared for the partial fulfillment of the requirement for Master Degree in Business Studies.

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Yogendra Malla
Researcher

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ABBREVIATIONS

&	And
AAN	Advertising Association of Nepal
Ads	Advertisement
AMA	American Marketing Association
Avg.	Average
B.S.	Bikram Sambat
C.V	Coefficient of Variance
CEO	Chief Executive Officer
Co.	Company
e.g.	Example
f	Frequency
i.e.	That is
Ltd.	Limited
MBS	Master's in Business Study
NTV	Nepal Television
Pvt.	Private
RN	Radio Nepal
Rs.	Rupees
S.D.	Standard deviation
SPSS	Statistical Package of Social Science
T.U.	Tribhuvan University
TV	Television
WWW	World Wide Web